

## National Nutrition Month® Activity Ideas for Local WIC Agencies

**2011 Theme** Eat Right With Color



### Background

- National Nutrition Month® (NNM) is a nutrition education and information campaign sponsored by the American Dietetic Association (ADA).
- The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits.

### Activity

**Home Run for Your Health Challenge.** How many home runs can you score? Take the Home Run Challenge to find out!

Send out a weekly “Eat Right Nutrition Tip” email to all employees.

Host a healthy breakfast competition.

Promote good nutrition to the public.

Create a bulletin board or display posters supporting the theme “Eat Right with Color.”

### Details

The challenge encourages participants to adopt four key behaviors for the entire month: eating breakfast; eating 2 ½ cups of fruits and vegetables; eating whole grains; and doing 30 minutes of physical activity. Instructions are included on the scorecard, which is **included with this week’s WIC Update**. Use the scorecard as part of a staff wellness challenge. Compete to see which staff member can make the most home runs.

Each week in March, a new message will be posted in the WIC Updates. The messages will highlight the benefits of eating fruits and vegetables of a specific color and offer a healthy recipe.

Week one—Red

Week two— Green

Week three—Orange

Week four—Blue

Consider displaying the messages for your participants or share the information with your local agency staff in a weekly email.

Have a competition among your staff, participants and/or your local agency staff to see who can create the healthiest breakfast dish. Have the employees that attend the event judge the entries or create a panel of VIPs to judge the entries. Consider:

- Creating a cookbook with the entries.
- Asking people that attend the breakfast to vote for their favorite breakfast by bringing a canned/shelf stable food item to donate to a local food bank.



Post promotional messages on your agencies’ web site if possible.

DHSS has created four posters and accompanying handouts that you can use to promote eating with color. **These are included with this week’s WIC update.**